

PV-G

Net Profit Or Loss For Monthly Sales©

Other than your break-even cost, this is the most important figure that is generated by your 7 Variables.

It is a monthly figure and should equal your profit-planning objective. It is also a figure that you should be able to calculate on every product you would like to represent as an affiliate marketer... **before** you become an affiliate.

You should never consider becoming an affiliate for any product until you consult your AMP table and answered the question, "Does this product meet my Profit objectives?" Without the AMP table, you may find this question well-nigh impossible to answer.